

## Taking Back Control of the Demarc

The demarcation point for voice services used to be located at the customer premise and terminated on a Smart Jack. Over the past decade, the introduction of Voice over IP has converted the demarc to a virtual entity and has been relocated into the cloud out of the customer premise. While the cost savings have been a benefit, this has created service delivery issues with call quality and customer satisfaction. Until now, the emerging voice service provider has had little to no control of the service delivery mechanism.

There is a lot of variability in turning up voice services as a Hosted or On-Premise offering. The service provider must take many items into consideration to successfully deliver services long term:

- Security
- Call Quality
- Bandwidth
- Congestion
- Interoperability
- Management
- Support



The ManagEdge Service™ was designed to address these items and more as part of an all-inclusive service offering to small and medium sized voice service providers. The program enables the ITSP to deploy, provision, manage and support its customer base like a Tier-1 service provider without the up front or ongoing costs that normally hamper such an endeavor.

### Deploy

The reality is, the voice service starts at the customer premise and the service provider has little to no control of what is really going on there. Until now. The ManagEdge Service™ includes carrier grade hardware to be installed as part of the voice service offering. It is the first step in taking back control of the demarc by ensuring long term recurring revenue and customer satisfaction.

The ManagEdge Service™ is the service delivery mechanism for both voice and data services. It terminates SIP trunks and prioritizes voice traffic ensuring call quality remains high.

### Provision

The dedicated management portal permits the use of configuration templates to pre-provision your intelligent demarc so that less time is spent turning up customers.

The intelligent demarc goes further with the ability to provision phones locally via DHCP Option 160. The service provider can save customer firmware and configuration files locally ensuring that the client is operating with the latest firmware; further reducing support costs due to truck rolls.

Operationally, the service provider can automatically schedule nightly backups of configuration files for each intelligent demarc and push new firmware update out on a scheduled basis.

### Manage

The dedicated management portal provides the service provider the ability to proactively manage each customer and know the status of call quality before the customer does. Trigger and Alarm notifications can be setup to inform the service provider when MOS scores reach an unacceptable level or when service has been lost 24/7.

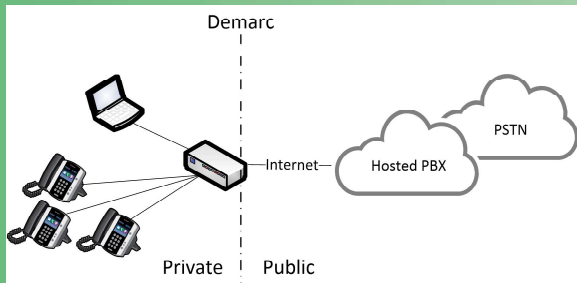
### Support

Be first onsite without rolling a truck. The intelligent demarc has powerful troubleshooting ability built-in. Remotely capture SIP signaling traces and save them locally or upload them to be viewed in Wire Shark instantly all without involving the customer. The Signaling analysis tool can display a call flow ladder and packet details on both the LAN and WAN side providing the service provider instant analysis of the problem.

## Offer More

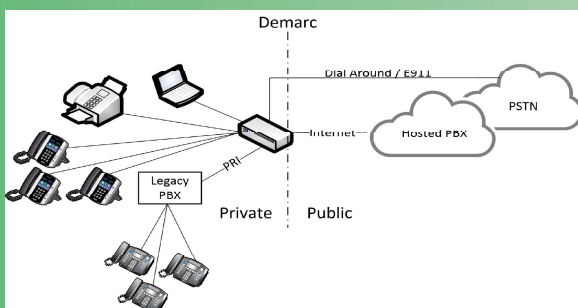
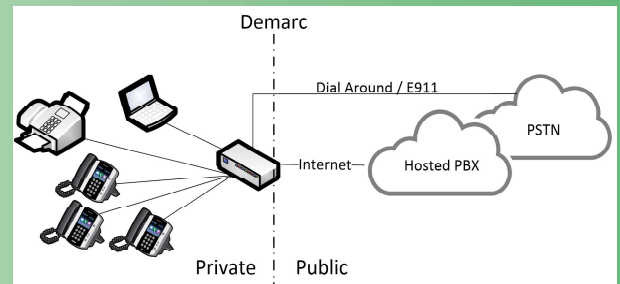
The ManagEdge Service™ includes support for legacy TDM interfaces enabling the service provider to capture analog based applications such as faxing that the large Hosted service provider does not support. Legacy TDM interfaces are stranded revenue opportunities that the large cloud based hosted voice provider cannot provide services. The ManagEdge Service™ demarc puts you back in control and provides a migration path for analog and PRI services for your customer.

## Typical Use Cases



The most popular example of service delivery is the pure Hosted voice use case. The service provider now has complete visibility to all customer issues and the ability to resolve them as they arise. The service provider is no longer reactive to customer call quality issues, the dedicated management portal provides the tools to troubleshoot then remotely.

The large hosted voice service providers do not offer support for analog lines to fax machines, alarms, etc.. In most cases E911 service is not even an option for the customer in the event of an internet outage. The ManagEdge Service™ demarc can provide these services as options that can increase your monthly recurring revenue.



Provide your customer a migration path while providing cost savings using SIP trunks to their existing legacy PBX. The ManagEdge Service™ supports legacy interfaces enabling the service provider the ability transition the customer off the legacy PBX. Multi-site clients can smoothly migrate to SIP based voice services as needed rather than a forced cut over.

The ManagEdge Service™ improves your service delivery and reduces costs. It is an all-inclusive program including hardware, software, network management and maintenance. The service provider no longer has to worry about hidden concurrent call licensing costs, or add-on reporting module costs. The focus is changed to client turn up, retention and new revenue opportunities to grow your business.

Contact Everest Communications Group and take back control: [mes@ecguc.com](mailto:mes@ecguc.com)